



City of Scottsdale
Tourism Advisory Task Force
Regular Meeting
MARKED AGENDA

9:00 a.m., Wednesday, December 17, 2014
Arizona State University SkySong,
1475 North Scottsdale Road, Scottsdale, AZ 85257
Global Conference Room: 201

1. Call to Order/Roll Call/Introductions -9:08AM

Cory Baker	Richard Hayslip
Kate Birchler- ABSENT	John Holdsworth
Kathy Duley	Craig Jackson- ABSENT
Gabrielle Enriquez- ABSENT	Taryl O'Shea
Matthew Wright - 11:25am	Fred Unger

2. Public Comment

Citizens may address the members of the Tourism Advisory Task Force during "Public Comment." This time is reserved for citizen comments regarding non-agendized items. However, Arizona State law prohibits the Tourism Advisory Task Force from discussing or taking action on an item that is not on the prepared agenda.

SONNIE KIRTLEY MADE A PUBLIC COMMENT IN REGARDS TO ITEM NUMBER 6

3. Approval of Minutes

Task Force discussion and possible action to approve the September 17, 2014 regular meeting minutes.

TASK FORCE MEMBER HAYSLIP MOVED TO APPROVED THE SEPTEMBER 17, 2014 MINUTES. SECONDED BY MEMBER UNGER. MOTION CARRIED BY A VOTE OF 7-0.

4. Tourism Task Force Appointment

The Task Force will review the following alternates selected by City Council and may appoint one or two of the alternates to the Task Force pursuant to the Bylaws.

- 1) Susan Morrow Potje
- 2) Andrew Chippindall

Staff Contact: Steve Geiogamah, Tourism Development Manager



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING HOLLI SHANNON 480-312-2728 OR HSHANNON@SCOTTSDALEAZ.GOV. REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION.

TASK FORCE MEMBER BAKER MOVED TO APPOINT THE DESIGNATED ALTERNATES TO THE TASK FORCE. SECONDED BY MEMBER UNGER. MOTION CARRIED BY A VOTE OF 7-0.

5. Tourism Task Force Alternate Recommendations

Task Force discussion regarding process to recommend alternates for City Council consideration.

Staff Contact: Steve Geiogamah

6. Civic Center Mall Renovation Project

Staff presentation and task force discussion regarding the civic center mall renovation project.

Staff Contact: Staff Contacts: Steve Geiogamah, Gary Meyer, Project Manager

7. Scottsdale Convention & Visitors Bureau- Tourism Plan Update

Presentation and Task Force discussion and possible recommendation regarding Scottsdale CVB first and second year tourism plan initiatives.

BREAK

10:08AM-10:25AM

8. Tourism Development and Marketing Strategic Plan- Year 2 Engagement Plans

Task Force discussion and possible recommendation regarding task force member(s) engagement plan(s) and Task Force survey:

- Arizona Central
- Generational Change
- World Class Biking
- Crisis Response Reserve
- Downtown Dashboard
- Tourism Today
- Downtown Events & Festival

Moderator: Valeri LeBlanc, PLACES Consulting

9. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

10. Public Comment

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11. Adjournment-12:08PM

Next scheduled meeting is March 18, 2015



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